

Program Data Sheet

Name of Event: Fitness Center Open House		
Date March 15, 2005	Day of Week: Tues.	Time: 0530-2000
Location: Fitness Center	Information Phone #:	Price:
Program Coordinator- Jeanette Coffman		
Phone # 788-4771	Fax #: 788-2062	e-mail – fitness@monroe.army.mil
Purpose of the Event: Provide opportunity for the Fort Monroe Community to view facility and programs .		

Key POCs

Name	Requirements				
	Publicity Lisa Diddlemeyer				Casemate e-zine, marquee programs
	Equipment				
	Audio/video				

	<p>A Certified Fitness Professional will be your guide:</p> <ul style="list-style-type: none">• <i>Facility Tour</i>• <i>Equipment sampling</i>• <i>Starbucks Tasting</i> <p>0630, 0900, 1100, 1300, 1500, 1700, 1900 Meet in the Lobby, duration 30 minutes</p> <p><u>Cholesterol Screening</u> 1100-1300</p> <p><u>Clean Sweep Walk</u> 1100-1300</p> <p><u>Climbing Wall:</u> Demonstration and Instruction: 1200-1230 1700-1730</p> <p><u>Long Drive Contest</u></p> <p>Golf Simulator– All Day</p> <p><u>Group Exercise</u> 1130- Cardio Kick Box 1130- Group Cycle 1730- Yoga</p> <p><u>Door Prize Drawings</u></p> <p><i>Win a touch of summer:</i> Time in the Par-Tee- Golf Simulator Room Tropics in Spring at the Indoor Tanning</p> <p><i>Win other great Fitness Center Pro Shop Items!</i></p>				
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	<p>Other</p> <p>Fitness Center Open House (Schedule)</p> <p>0630 – Kelly 1500 – Jeanette</p> <p>0900 – Randall 1700 – Ed first, yoga</p> <p>1100 – Bobbie 1900 – Ed</p> <p>1300 – Bobbie Climbing wall: Demo/Instruct</p> <p>1200-1230 Ed 1700-1730 Jea</p> <p>Tour outline/areas to cover (Invite/encourage members to “try” equipment)</p> <p>Microfit room (flyers will be available)</p> <p>Cardio theater – demo cardio machine / highlight Fitlinxx (flyers will be available)</p> <p>Weight room – demo piece of equipment</p> <p>Cycling room – demo bikes / step bench / resist-a-ball</p> <p>Aerobics room – highlight classes that utilize this room (schedules will be available)</p> <p>Starbucks – tour will end at Starbucks (samples will be available)</p> <p><i>*Tour should not exceed 30 minutes</i> All flyers will be in the lobby, Ask them to hold questions till end</p>				
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After Action Report

Financial Analysis		
Sales:		Notes:
COGS:		
Other Revenues:		
Labor:		
Other Expenses:		
NIBD:		

Program Analysis	
Attendance: low	
Elements to Change:	
Change the name from Open House to a fitness related title. Fitness Preview, facility in Review.	
Elements to Eliminate:	
Elements to Add:	
The long drive contest had 38 participants. This event should be repeated.	
Other Comments:	
Staff were well prepared and professional in appearance.	
Customer perception of an open house means free food.	